

"System and Method for Intelligent Merchandise Indicator and Product Information Provision"

ABSTRACT OF THE DISCLOSURE

[10047] A system and method for identifying a consumer through use of a number of 5 common technologies, accessing a persistent data store of the consumer's preferences, comparing these preferences to articles for sale which are on display in the proximity of the consumer, and alerting the user to displayed sample products which match the consumer's preferences. The system and method may also query an inventory management system to determine if a matching product is in stock, as well as provide 10 for the automatic transmission of detailed product data for said matching products to the consumer's e-mail address or other persistent computing device such as a wireless networked personal digital assistant, web-enabled wireless telephone or an Internet appliance.

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